

SUMMARY OF FEEDBACK

Harvard Square Retail Meeting

March 8, 2006

Issues & Concerns	Happenings
<ul style="list-style-type: none"> • Homeless & safety concerns around the Pit at night • Loss of ground floor retail to banks; amount of storefront space used by banks • Parking requirements for businesses • Pedestrian vs. auto mix--some dangerous areas • MBTA to upgrade H. Sq. T-Stop • Make sure infrastructure improvements lead to increase foot traffic in all parts of the Square • Influencing what tenants are chosen by property owners 	<ul style="list-style-type: none"> • Harvard's \$1.3 million Contribution for Infrastructure • City's \$6.8 million for Infrastructure improvements/Palmer Street Project • Way Finding Signage Planned • Staples cooperating with signage issues • New owner of 1 Brattle Square exploring options for new tenants • HSBA will soon have a full-time Ex. Dir. and full-time marketing/events coordinator to focus on positive press • Marketing for Retailers Workshops
NEEDS	IDEAS
<ul style="list-style-type: none"> • Better signage & way finding signs for businesses • Increased focus on amount of daytime foot traffic • Ordinance requiring removal of graffiti; Is it the landlord's responsibility; Should we have a graffiti removal squad; do we need a brochure on removal techniques? 	<ul style="list-style-type: none"> • Put map/store directory on wall at Church and Brattle Street to help deter graffiti • Counter negative press with positive press • Better directional signs to points of interest